



Juneau County Farm to School Coalition Strategic Plan

2018

Our Vision

"To foster a culture that celebrates healthy, local food choices to promote healthy minds and bodies through education, community partnerships, and role-modeling."



Goals and Strategies

Goal 1: Promote the Farm-to-School Program and Coalition

Strategies

1.1: By April 30th, 2018, Farm-to-School program staff will recruit liaisons from each school district.

1.2: By May 31st, 2018, the Coalition will develop a media plan

Action steps:

To complete the Media Plan we will include:

- A press release
- Social media
- School newsletters
- Radio

1.3: By May 31, 2018, the Coalition will work with the Juneau County Economic Development Corporation to create a webpage that links to the Juneau County Growing in Health and Wellness Coalition.

1.4: By May 31, 2018, Farm-to-School program staff will create a resource list to share with schools, farms, and the community.

Action steps:

The resource list will include:

- The Harvest of the Month
- An events calendar
- List of local activities with a link for more information

Goal 2: Advocate for Farm-to-School Opportunities in all Juneau County Schools

Strategies

2.1: By August 2018, Farm-to-School program staff will develop an “educational opportunities list” for the school districts.

2.2: By June 30, 2018, the Coalition will solicit feedback from schools to assess county-wide needs and opportunities.

Action steps:

- Review the baseline assessment
- Analyze the nutrition education, parent, and food service director surveys
- Share this data with school districts





Goal 3: Increase Sustainability by Securing Program Resources

Strategies

3.1: By May 31st, 2018, the Coalition will identify additional funding opportunities for program activities.

Action steps:

- Identify funding; pursue/apply for funding; Once funding is secured, share with stakeholders

3.2: By September 2018, the Coalition will create and implement a plan for utilizing, recruiting, and retaining volunteers.

3.3: By August 2018, the Coalition will develop new and deepen existing partnerships with gardeners, farmers, and local organizations.

